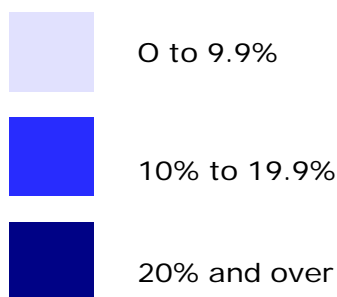
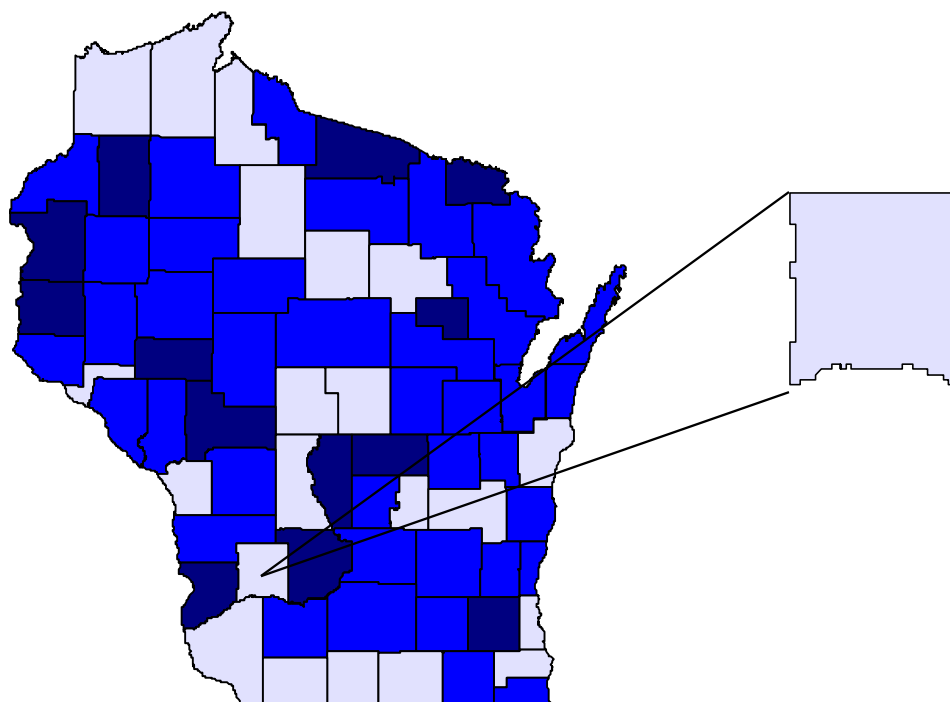


Richland County Workforce Profile

Job Growth 1994 to 1999



Wisconsin Department of Workforce Development
Division of Workforce Solutions
Bureau of Workforce Information
October 2001



State of Wisconsin
Department of Workforce Development

Introduction

The County Workforce Profile has been developed by the Wisconsin Department of Workforce Development's (DWD) Bureau of Workforce Information (BWI) to provide a broad overview of Richland County's labor market. The data included in this fourth year of publication is for 1999 to maintain consistency with the previous publications and to provide the user with a single year of reference in order to draw comparisons and form a picture of related labor force and employment information.

A variety of economic and demographic labor market information have been provided to describe the current labor market conditions in the counties and regions of Wisconsin. That information includes 1999 data on population, labor force, industries, employment, wages and income. The narrative describes how local conditions have changed over one-year and five-year intervals. Although population information is available from the 2000 census, it is not included in this publication since the period of time selected for all data sets is 1999. For more recent releases of information please consult the Wisconsin Department of Workforce Development Labor Market Information website: <http://www.dwd.state.wi.us/lmi>.

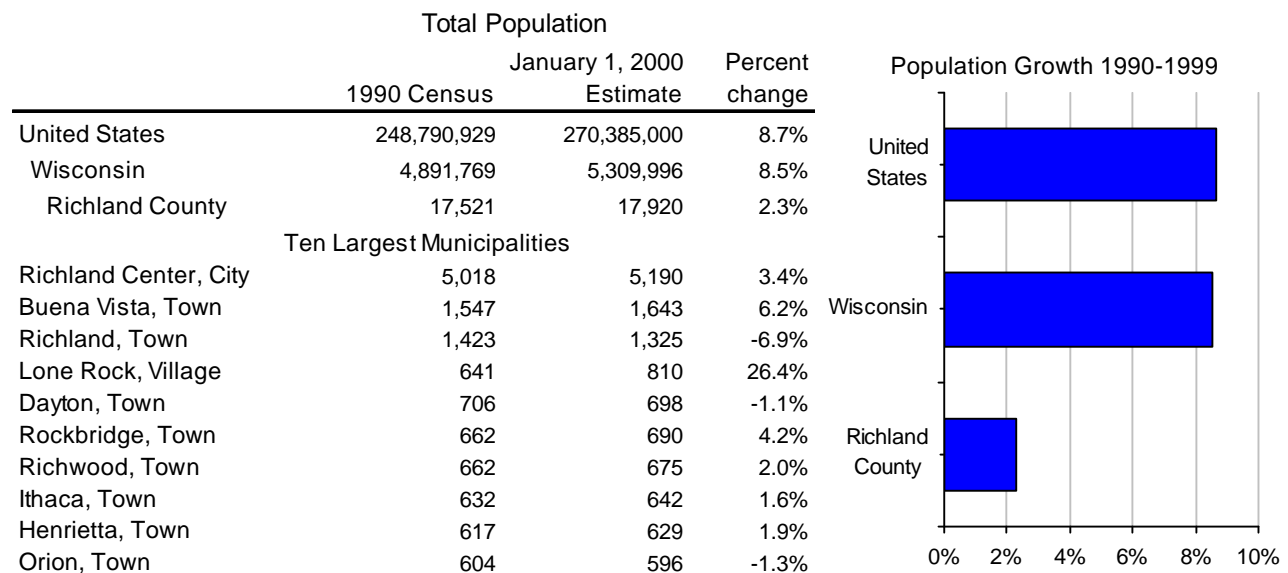
For more detailed information or clarification, please contact your local labor market analyst,
Bill Brockmiller, by telephone (608-785-9337) or email (brockwi@dwd.state.wi.us).

DWD is an equal opportunity service provider. If you need assistance to access services or material in an alternate format, please contact the analyst listed above.

Richland County Population and Civilian Labor Force

The population of Richland County, as is the case with many counties in the Southwestern region of Wisconsin, has grown rather slowly during the past decade. The first few years of this decade the county experienced increasing population but has since declined. A smaller number of people moving into the county along with declining birth rates indicate that population growth in the next several years will continue to be small.

The largest population centers are generally dispersed among the southern half of the county; Lone Rock, which has grown the fastest is situated between three counties and borders the Wisconsin River, providing serenity while allowing for easy tri-county access. Several municipalities including Richland, Dayton, and Orion have experienced declines in population since 1990.

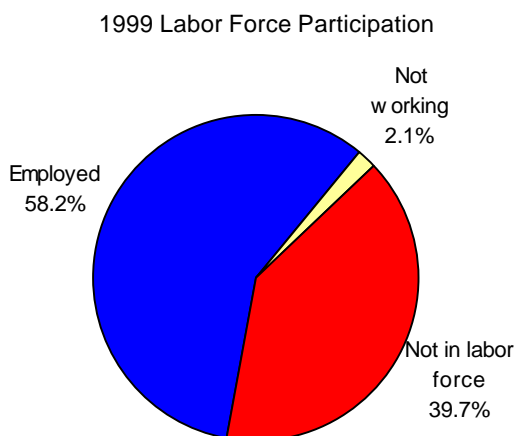


* Richland County portion only

Source: WI Dept. of Admin., Demographic Services Center, *Official Population Estimates*, January 1, 2000

The participation rate is the number of total workers in the labor force (those working plus those not working, but activity seeking employment) divided by the total non-institutional population aged 16 years and over. Not all persons aged 16 and over are working or looking for work. Among the reasons for not working are; school attendance, retirement, inability to work, and individuals who do not believe there are any opportunities for them in their labor market. The pie graph below represents graphically the participation rate in Richland County. Richland County has a lower rate of participation in the workforce (60.3 percent, 1999) than does the nation (67.1) or the State of Wisconsin (72.3).

The 1999 Richland County labor force participation rate is lower than the 64 percent recorded in 1990. The lack of variance in the participation rate is due to population dynamics. While some municipalities have fluctuated in population, Richland County's population level has remained relatively stable. The high percentage of those identified as "Not in the labor force" is generally due to the large number of people over age 65. The number of people in Richland County over 65 has declined slightly since 1990, but there are still almost 3,000 individuals over 65 residing in the county.



While some businesses in Southwest Wisconsin faced with worker shortages have begun to recruit from among older workers, these cohorts generally have lower participation rates. An examination of the table below identifies the changing composition of county population. The highest growth has taken place in the 40-54 year age group, representing the "baby boom" cohort.

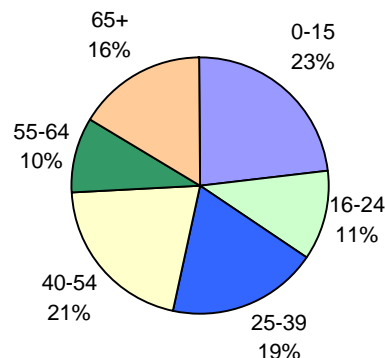
The low participation rate in Richland County is further exacerbated by the decline in age cohorts in which labor force participation is high. The table below displays estimates of population by age; while the age group 25-39 is the second largest, it is also declining, and the 0-15 age group is declining (the future workforce) as well. The consequences of declining labor availability, if unabated, could restrict future economic growth as employers will be hard pressed to find workers. Other consequences could include wage inflation, especially in occupations which experience chronic shortages, generally technical, professional and information technology occupations. An understanding of the relationship between the labor force and the population composition is key for future county planners.

Source: Estimated from WI Dept of Administration population estimates, Jan 2000, US Census Bureau, and Local Area Unemployment Statistics

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Richland County Labor Force Age Population Distribution

Age Group	Population		Percent change
	1990 Census	1999 Estimate	
0-15	4,316	4,168	-3.4%
16-24	1,921	1,996	3.9%
25-39	3,827	3,415	-10.8%
40-54	2,731	3,679	34.7%
55-64	1,653	1,728	4.5%
65+	3,073	2,934	-4.5%



Source: Estimated from WI Dept of Admin, Demographic Services Center, Official Population Projections 1990-2020 and US Census Bureau

Richland County Civilian Labor Force Data

	1994	1995	1996	1997	1998	1999
Labor Force	8,700	8,800	8,800	8,900	8,900	8,200
Employed	8,300	8,400	8,500	8,600	8,500	7,900
Unemployed	430	370	330	340	340	280
Unemployment Rate	4.9%	4.2%	3.7%	3.8%	3.8%	3.5%

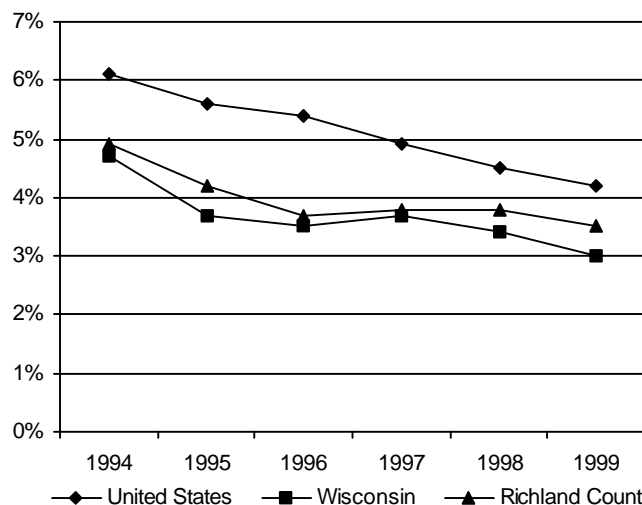
Source: WI DWD, Bureau of Workforce Information, Local Area Unemployment Statistics

The chart to the right represents the unemployment experience of Richland County residents since 1994. Since 1994, the unemployment rate at the county level has tracked rather well with statewide unemployment rates. From a high of 4.9 percent in 1994, the unemployment rate has dropped to an annual average rate in 1998 of 3.8 percent.

Much of the drop in unemployment over the past few years has been the result of employment growth in durable manufacturing and services. The growth in the labor force has also been rather slow, or at least slower than the rate of employment growth over the past five years.

During the course of a given year, Richland County's monthly unemployment rates report both high peaks and low valleys of unemployment. February usually reports the highest unemployment rate for the year in Richland County, the high is usually in February statewide as well. In recent history, Richland County's February rate has ran between 5.4 and 7.3 percent. In September or October Richland usually records its lowest rate for the year, recent September/October rates have ran between 2.5 and 4.2 percent.

Unemployment Rate Comparison



Source: WIDWD, Bureau of Workforce Information, Local Area Unemployment Statistics

Unemployment rate patterns are roughly similar on a statewide basis. These patterns can be explained by several factors including; Wisconsin's weather patterns, farm growing seasons, Wisconsin manufacturers production schedules, shopping seasons peaks and valleys, and tourist seasons.

Richland County Commuting Patterns

	Commute Into	Commute From	Net Commute
Grant County	461	259	-202
Crawford County	52	71	19
Vernon County	189	168	-21
Sauk County	757	149	-608
Iowa County	112	75	-37
Dane County	345	0	-345
Elsewhere	210	8	-202
Total	2,126	730	-1,396

Work within Richland County 5,793

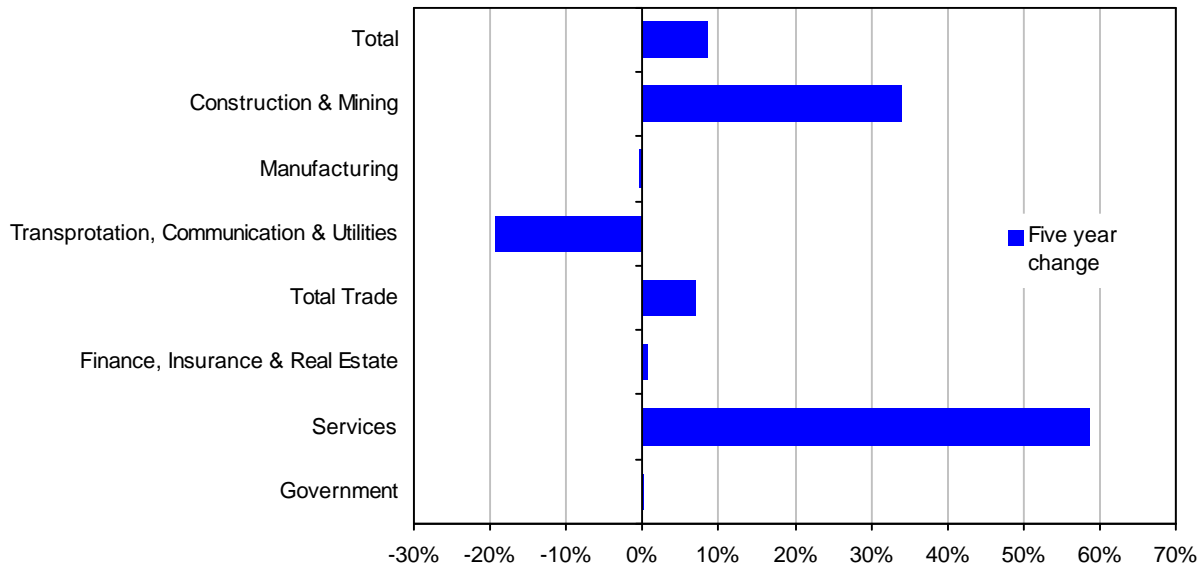
Source: WI DWD, Bureau of Workforce Information. *Wisconsin's Commuting Patterns*, 1994.



Inter-county commuting patterns for Richland County's workforce are dominated by out-migration to a number of counties around the southwest region. Sauk County is the destination for the largest number of Richland County's outbound commuters, probably a result of the economic growth that has taken place in that county over the past few years. Dane County has also seen a large increase in the number of commuters coming from Richland County; the number of government agencies and organizations in the Madison area is probably a good fit for many of the workers in Richland County, in which the public sector plays a key role in county economics.

Of those who do work within Richland County (73 percent of the workforce), more than half work in the county's largest city, Richland Center. The city is centrally located and accessible to all major routes within the county borders. The data detailed above is from the 1990 Census. Commuting pattern data is not available yet from Census 2000.

Richland County Employment Change by Industry 1994 to 1999



	1994	1995	1996	1997	1998	1999	Percent change	
							1 year	5 year
Total	5,433	5,581	5,614	5,798	5,942	5,902	-0.7%	8.6%
Goods Producing	2,020	2,042	1,984	2,045	2,105	2,060	-2.1%	2.0%
Construction & Mining	139	149	142	143	141	186	31.4%	34.2%
Manufacturing	1,881	1,893	1,842	1,902	1,963	1,874	-4.5%	-0.4%
Durable	1,438	1,462	1,444	1,478	1,535	1,434	-6.6%	-0.3%
Nondurable	443	432	397	424	428	440	2.9%	-0.7%
Service Producing	3,414	3,539	3,630	3,753	3,838	3,842	0.1%	12.6%
Transportation, Communications & Utilities	184	186	156	139	139	149	7.0%	-19.2%
Total Trade	1,300	1,355	1,390	1,375	1,345	1,391	3.4%	7.1%
Wholesale	298	250	242	235	210	204	-3.0%	-31.7%
Retail	1,002	1,105	1,148	1,139	1,136	1,188	4.6%	18.6%
Finance, Insurance, and Real Estate	196	172	176	188	193	197	1.7%	0.7%
Services & Misc.	630	649	721	843	988	1,000	1.2%	58.7%
Total Government	1,104	1,177	1,187	1,208	1,172	1,106	-5.6%	0.1%

Source: WIDWD, Bureau of Workforce Information, Nonfarm Wage & Salary estimates.

Nonfarm wage and salary employment measures the number of jobs within a county excluding farming, military, and self-employed workers. This data measures the number of jobs within the county without consideration of where the job-holder lives. About 1,400 Richland County residents commute outside of the county to their jobs; this is a significant reason why the number of residents living in Richland that were employed was about 2,500 larger than the number of jobs located within the county in 1999. An additional reason for the difference between the size of Richland's resident employment number and the number of Nonfarm jobs is that Richland still has a significant number of people farming. Individual farmers are tallied in the labor force statistics (bottom of page 2) for Richland County, but not in the Nonfarm employment levels detailed on this page.

According to a 1996 report by the University of Wisconsin-Extension, only four of Wisconsin's 72 counties had more than 40 percent of their total county employment relating directly to farm and/or farm related production. These four counties were Vernon, Buffalo, Lafayette, and Marquette. Richland County just missed inclusion on that short list, 38 percent of Richland County employment is directly related to farm and/or farm related products.

The service industry added over 350 jobs to Richland County in the five year time span detailed above, for an increase in excess of fifty percent.

Richland County's Largest Industries and Employers

Top 10 Industry Groups

Industry Group	March 2000		Numerical Change	
	Employers	Employment	1 Year	5 Years
Electronic & Other Electric Equipment	3	842	16	-81
Health Services	17	562	18	46
Educational Services	5	483	14	-70
General Merchandise Stores	*	*	*	*
Eating And Drinking Places	22	396	38	50
Food And Kindred Products	5	286	11	109
Automotive Dealers & Service Stations	21	235	14	34
Transportation Equipment	*	*	*	*
Primary Metal Industries	*	*	*	*
Executive, Legislative, And General	21	216	3	-15

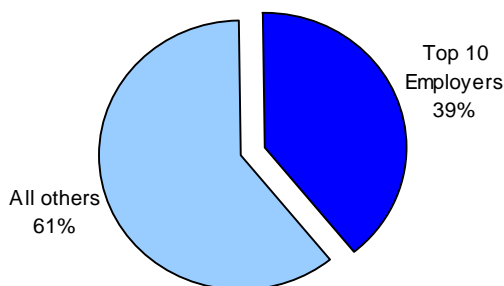
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Top 10 Private Employers

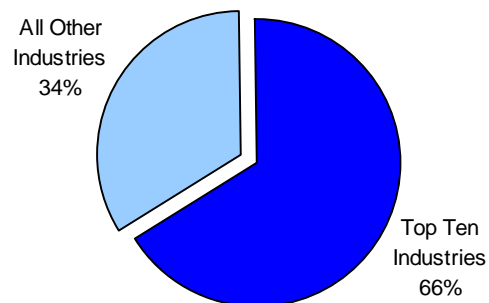
Company	Product or Service	Size
Allenbradley	Electrical Equipment Manufacturing	250-499
Wal-Mart	General Merchandise	250-499
The Richland Hospital	Health Services	250-499
S & S Cycle	Automotive Parts Manufacturing	100-249
Schneider Fuel & Supply	Foundries	100-249
Merklekorff Industries	Motors & Generators	100-249
Kaul Tronics	Electrical Equipment Manufacturing	100-249
Land O' Lakes	Milk Processing	100-249
Burnstad Bros	Food Stores	100-249
Obryan Brothers	Apparel Manufacturing	50-99

Source: WI DWD, Bureau of Workforce Information Bureau, ES-202 file tape, 1st quarter 1999 and LMI benchmark 2000.

Top 10 Employers Share of Nonfarm Employment



Top 10 Industry Groups Share of Nonfarm Employment

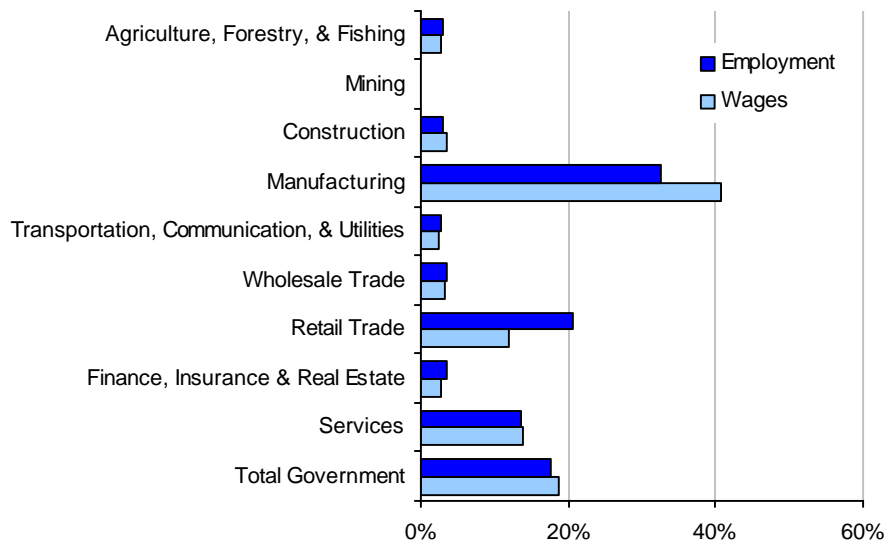


There are 407 employers in Richland County (as of the 1st quarter 2000). As demonstrated above, the top ten private companies absorb 39 percent of total county employment. This is mainly due to the small size of the county's labor force and the dominance of a number of small firms which employ large numbers of workers, generally in durable manufacturing. This is further indicated by the fact that the top ten industries absorb two-thirds of county employment, although the types of industries are generally diverse. Growth in many of Richland's top ten industries has been modest in the five year time span 1994-1999.

Richland County Employment and Wages 1999

	Annual Average Wage	State Average Wage	Percent of State Average	Percent change 1 year	Percent change 5 year	Number of Workers
All Industries	\$22,036	\$29,609	74.4%	5.1%	22.2%	5,699
Agriculture, Forestry, & Fishing	\$19,494	\$21,499	90.7%	29.8%	43.8%	174
Mining	*	\$39,968	*	*	*	*
Construction	\$26,283	\$36,772	71.5%	2.5%	16.7%	163
Manufacturing	\$27,707	\$37,773	73.4%	9.5%	33.6%	1,850
Transportation, Communications, & Utilities	\$20,501	\$34,523	59.4%	13.1%	38.7%	153
Wholesale Trade	\$20,829	\$38,048	54.7%	3.0%	2.9%	194
Retail Trade	\$12,920	\$15,066	85.8%	6.2%	20.2%	1,174
Finance, Insurance, & Real estate	\$17,708	\$37,911	46.7%	-7.6%	-4.8%	194
Services	\$22,304	\$26,041	85.6%	5.0%	23.6%	780
Total Government	\$23,075	\$32,017	72.1%	0.5%	16.9%	1,013

Total Employment and Wage Distribution by Industry Division



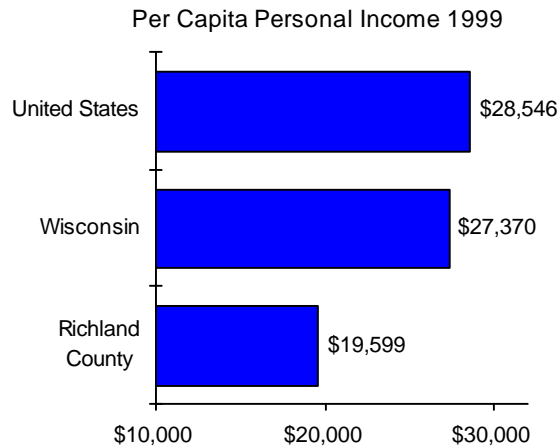
Source: WI DWD, Bureau of Workforce Information, *Employment, Wages and Taxes Due covered by Wisconsin's U.C. Law, Tables 209-211.*

The table and chart located above provide information regarding wages for Richland County workers and their relationship to employment. Average wages at the county level are about three-quarters of statewide averages for all industries, with the industry division that comes closest to the statewide average in terms of wages is the agriculture, forestry, and fishing industry. Most of the workers working in this industry in Richland County are employed by agriculture services establishments such as veterinarians and landscapers. In 1998, only 174 workers were employed in this industry (this statistical series does not include numbers from individual family farms), and despite their higher earnings compared to the statewide average, accounted for only two percent of all wages paid in Richland County.

Wages paid in the service industry in Richland County compare better to the state average than most other industries in Richland County. This may be due to Richland's relatively high number of health service and educational service workers as compared to the total number of persons employed in the service industry sector. The educational and health service sectors are two of the better paying sectors contained within the service industry division.

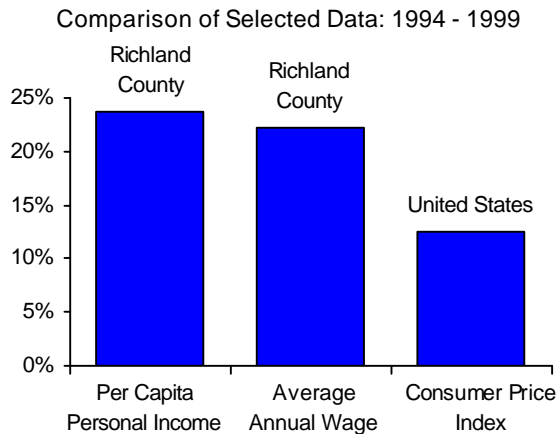
The greatest differential in average wages between Richland County and statewide levels occurs within the finance, insurance, and real estate industry (FIRE), where workers earn 46.7 percent of the statewide average. Wages in that industry have declined in Richland in the last five years. Typically, major FIRE operations center around metropolitan areas, of which, Richland County has none. In addition, many of the major FIRE operations in Wisconsin are in Madison, Milwaukee, or Green Bay.

Richland County Wage and Income Data



Per capita personal income (PCPI) is total income divided by the total number of residents. Income includes wages earned, dividends from investments, and transfer payments from the government. Per capita income can be influenced by the number of wage earners, average family size, and the median age of residents. Per capita income can also determine the type of services and housing available.

Richland County's per capita personal income of \$19,599 ranked 61 out of Wisconsin's 72 counties during 1999, up from Richland's ranking of 66 in 1990. The chart to the left reveals that Richland County's PCPI have risen faster than inflation (indicated by the consumer price index), and annual average wages in the county.



Over the five year time period 1994-1999 Richland County's PCPI increased by 23.8 percent.

	Per Capita Personal Income						Percent Change	
	1994	1995	1996	1997	1998	1999	1 year	5 year
United States	\$22,581	\$23,562	\$24,651	\$25,874	\$27,321	\$28,546	4.5%	26.4%
Wisconsin	\$21,699	\$22,573	\$23,554	\$24,791	\$26,227	\$27,370	4.4%	26.1%
Richland County	\$15,833	\$15,858	\$16,861	\$17,681	\$18,743	\$19,599	4.6%	23.8%

Source: U.S. Dept. of Commerce, Bureau of Economic Analysis, Regional Economic Information System.

Selected Occupational Wage Data

	Mean	Median
Assemblers, General	\$ 10.79	\$ 11.08
Amusement & Recreation Attendants	\$ 7.45	\$ 6.92
Cashier	\$ 6.99	\$ 6.74
Cook, Restaurant	\$ 9.36	\$ 8.39
Farm Equipment Mechanic	\$ 12.51	\$ 12.19
Farmworker/Farm Laborer	\$ 8.83	\$ 8.74
Hotel/Motel Clerk	\$ 7.47	\$ 7.39
Janitor/Cleaner	\$ 9.50	\$ 9.14
Machine Feeder & Offbearer	\$ 9.49	\$ 9.47
Nurse Aide/Orderly	\$ 9.24	\$ 9.10
Production Worker - Helper	\$ 10.73	\$ 10.26
Registered Nurse	\$ 21.21	\$ 20.21
Truck Driver, Light	\$ 10.32	\$ 9.97
Truck Driver, Tractor Trailer	\$ 16.72	\$ 15.72
Vehicle Washer/Equipment Cleaner	\$ 8.83	\$ 8.24

The wages for the selected occupations in this table were reported by employers in non-metropolitan counties in the state who responded to the Occupational Employment Statistics (OES) survey. Employers from all Wisconsin counties participated in the survey but published data was limited to MSAs and a grouping of 60 or so 'balance-of-state' non-MSA counties.

Wages play a critical role in the economy as both workers and employers try to capitalize their worth. The labor shortage has placed additional pressure on wages and those occupations with a mean (average) and median (mid-point) wage relatively close reflect that. Mean wages include both very low and high wages, but as the labor market tightens employers offering low wages migrate closer to the mid-point.

Source: DWD, BWI, 2000 OES wage survey for Balance-Of-State (non-MSA) counties.